

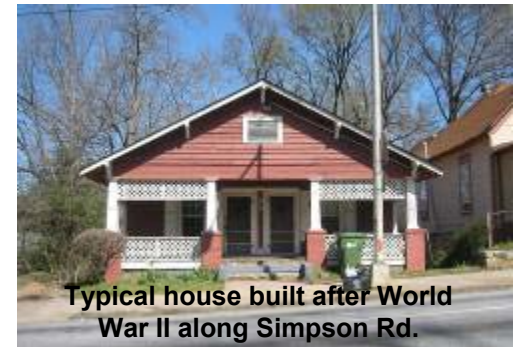
# Urban Design

- **Preserve historic Buildings:**
  - *Churches*
  - *Neighborhoods*
  - *Brick commercial structures*
- **Utilize historic architectural styles in new development**
- **Create a historic marker program**

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Simpson Street Church of Christ



Typical house built after World War II along Simpson Rd.



Historic brick building

Strengthening Neighborhoods Street by Street

# Urban Design

- **Ensure that new buildings respect the pedestrian and sense of place**
- **Provide buildings heights that do not overwhelm the street or adjacent neighborhoods**
- **Participate in citywide efforts to establish standards for infill development**

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Strengthening Neighborhoods Street by Street

# Urban Design

- **Target Simpson Road for Owner Occupied Rehabilitation Program as a means of preserving historic homes**
  - *For homeowners*
  - *For “Substandard” and “Deteriorated” structures*
  - *For major code violations (HVAC, plumbing, electric, structure)*
- **Encourage owners of historic income producing properties (businesses and apartments) to use existing historic preservation incentives**
  - *Property Tax Abatement (may not be used in TAD area)*
  - *State Income Tax Credit*
  - *Federal Rehabilitation tax Credit*

Before and after photos  
from Edonton, SC

*Courtesy Preservation North  
Carolina*



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Strengthening Neighborhoods Street by Street

# Urban Design

- **Provide pocket parks and plazas at key locations:**
  - *Southwest corner of West Lake Avenue – pocket park*
  - *BeltLine transit station - plaza*
  - *As recommended by English Avenue and Vine City plans*
- **Ensure that new developments respect the pedestrian:**
  - *Require buildings to define the public street.*
  - *Ensure that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.*
  - *Prohibit parking and blank walls adjacent to the street.*



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Strengthening Neighborhoods Street by Street

# Urban Design

- **In all commercial or mixed-use areas:**
  - *Provide roofs that appear horizontal from the street.*
  - *Encourage continuous sidewalk-fronting storefronts.*
  - *Prohibit clapboard, vinyl or hardiplank siding facing the street.*

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*Horizontal  
Roof*      *Rear  
Parking*      *Brick with  
Storefronts*      *Continuous  
Buildings*



Strengthening Neighborhoods Street by Street



# Urban Design

- **Employ Crime Prevention Through Environmental Design (CPTED) principles to reduce opportunities for crime:**
  - *Limit dead end streets and pedestrian ways*
  - *Orient buildings towards the street*
  - *Provide access control to individual buildings without created "gated communities"*
  - *Ensure proper maintenance of buildings and landscaping*

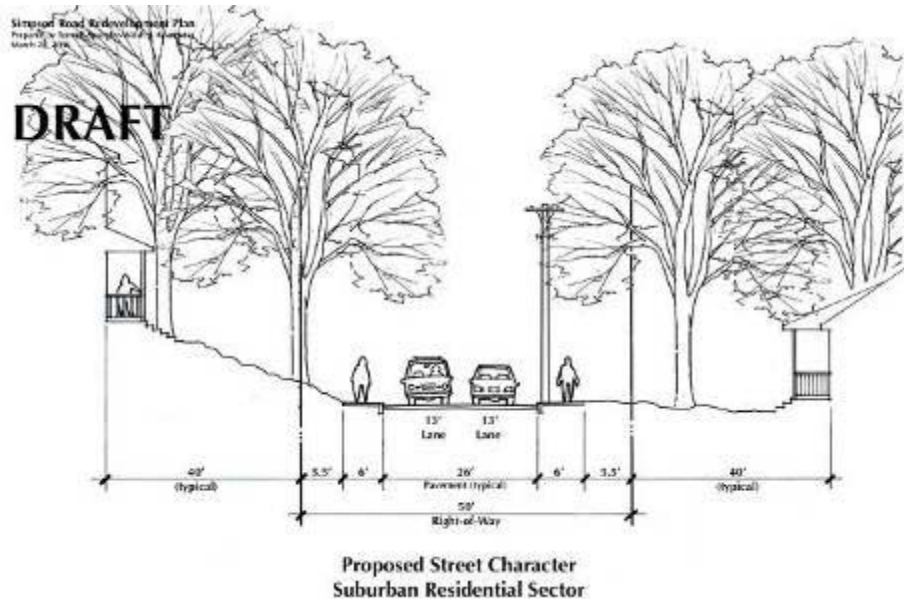
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Strengthening Neighborhoods Street by Street

# Urban Design

- Enhance the unique character areas along the corridor
  - *Suburban Residential Sector*



- ✓ Big setbacks
- ✓ Single-family character and scale
- ✓ Big street trees



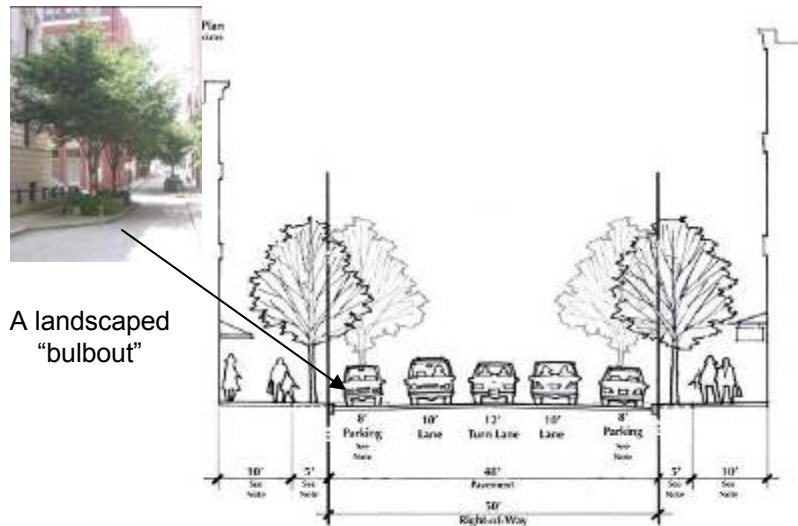
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Strengthening Neighborhoods Street by Street

# Urban Design

- Enhance the unique character areas along the corridor
  - “Main Street” – West Lake Avenue and BeltLine



Note: On-street parking, limited utilities, and widened sidewalks (on private property) will be created as new development occurs. Until that time, existing conditions will remain in place.

Proposed Street Character  
BeltLine “Main Street” Sector

- ✓ Small setbacks
- ✓ Mixed-use
- ✓ Wide sidewalks with development
- ✓ Future on-street parking
- ✓ Future “bulbouts” by parking
- ✓ Max. 3 floors at Westlake
- ✓ 4 – 7 floors at BeltLine



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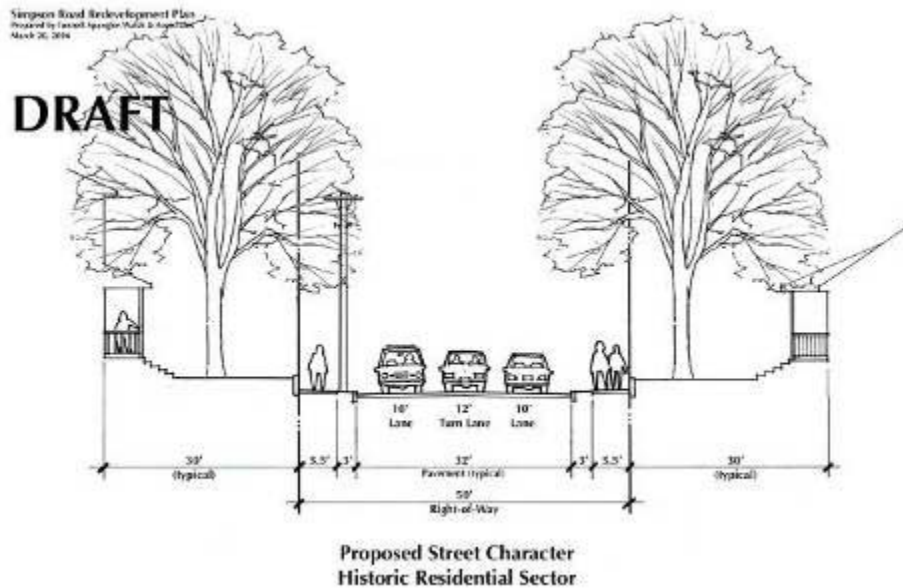
Strengthening Neighborhoods Street by Street



# Urban Design

- Enhance the unique character areas along the corridor
  - *Historic Residential Sector*

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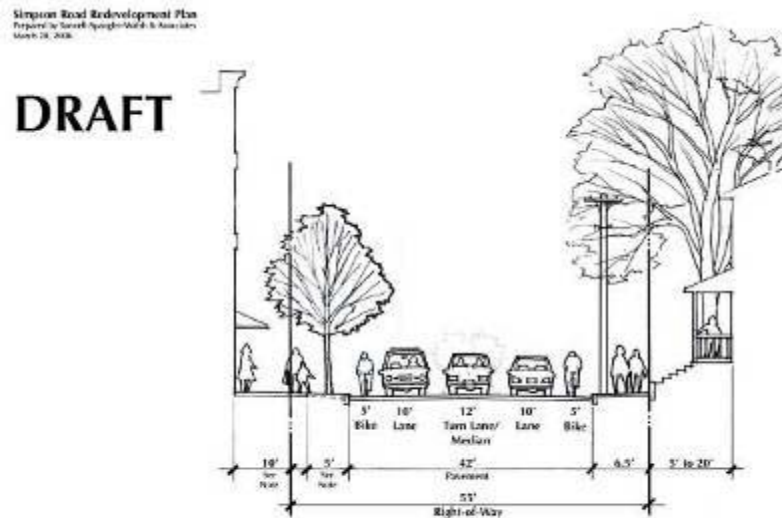
- ✓ Big setbacks
- ✓ Preserved homes
- ✓ Existing sidewalks
- ✓ Single-family scale



Strengthening Neighborhoods Street by Street

# Urban Design

- Enhance the unique character areas along the corridor
  - *Historic Mixed-Use Neighborhood Sector*



Note: Buried utilities and widened sidewalks (on private property) will be created as new development occurs. Until that time, existing widths will remain in place.

**Proposed Street Character  
Historic Mixed-Use Neighborhood Sector**

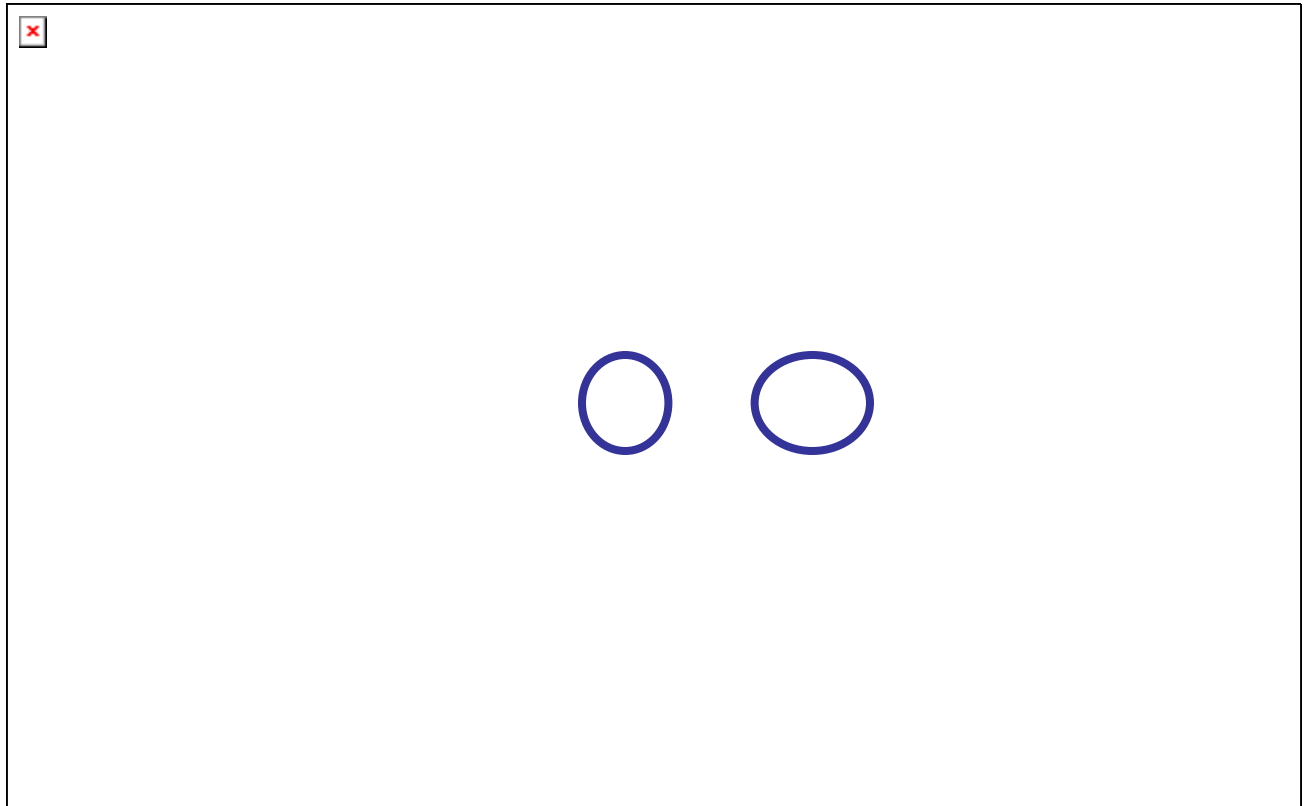
- ✓ Small setbacks
- ✓ Mixed-use
- ✓ Wide sidewalks with development
- ✓ Heights as recommended by English Ave and Vine City Studies



Strengthening Neighborhoods Street by Street

# Urban Design

- **Ensure that new development are coordinated to form a single “place,” rather than a collection of isolated developments.**



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Strengthening Neighborhoods Street by Street



# Site Plan: Simpson Road (BeltLine)

**DRAFT**



- Multifamily 6-7 stories and townhomes north of Simpson Road
- Multifamily 3-4 stories and townhomes south of Simpson Road – transition to single-family neighborhoods
- Grocery Store (35,000 square feet)

<b>Townhomes</b>	<b>113 units*</b>
<b>Single-Family</b>	<b>5 units*</b>
<b>Multifamily</b>	<b>2,380 units*</b>
<b>Retail</b>	<b>100,000 sq. ft.</b>

*\* Includes 500 workforce units*

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Strengthening Neighborhoods Street by Street



# Site Plan: Simpson Road (BeltLine)

**DRAFT**



- Ensure that redevelopment sites within the likely flood zone are raised with redevelopment
- Turn developed areas within 75 feet of Proctor Creek into open space
- Restore Proctor Creek to a more natural state (remove concrete)

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Strengthening Neighborhoods Street by Street



# Site Plan: Simpson Road and West Lake Avenue

**DRAFT**



- Single-family facing Simpson Road
- Pocket park on the southwestern corner of Simpson Road and West Lake Avenue

<b>Townhomes</b>	<b>15 units*</b>
<b>Single-Family</b>	<b>18 units*</b>
<b>Retail</b>	<b>25,000 sq. ft.</b>

*\* Includes 20% workforce units*



Strengthening Neighborhoods Street by Street

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